

POLIGen02

**Station Order**

Market: Louisiana  
Vendor: KPLC  
Station Rep: Stephanie Comeaux-Gill  
Phone: (337) 437-7521  
Email: scomeaux@kplctv.com  
Campaign Remarks:

**Jimmy Genovese**  
Campaign: JG 10.25-10.30  
Flight Dates: 10/25/2016 to 10/30/2016  
Contract No: 1550118260  
Rev. No: 1

**Arsement Media Group**  
Buyer: Kalyn Simon  
kalyn@arsementmedia.com

Gren 10.25 - 10.30

Item	Days	Times	DP/LEN	Call	Program Title	Rate/Total	Oct 25	Spots
1	MTWRF	12:00P-12:30	/0	KPLC Candidate	KPLC Daytime News at Noon	330.00 1320.00	4	4
		Comments: 0						
2	MTWRF	10:00P-10:30	/0	KPLC Candidate	KPLC News 10P	1010.00 4040.00	4	4
		Comments: 0						
3	MTWRF	5:30A-7:00A	/0	KPLC Candidate	KPLC News 5:30A	430.00 1720.00	4	4
		Comments: 0						
4	MTWRF	5:00A-5:30A	/0	KPLC Candidate	KPLC News 5A	220.00 880.00	4	4
		Comments: 0						
5	MTWRF	5:00P-5:30P	/0	KPLC Candidate	KPLC News 5P	600.00 2400.00	4	4
		Comments: 0						
6	MTWRF	6:00P-6:30P	/0	KPLC Candidate	KPLC News 6P	1010.00 4040.00	4	4
		Comments: 0						
7	MTWRF	7:00A-9:00A	/0	KPLC Candidate	Today Show 1	380.00 1520.00	4	4
		Comments: 0						

Item	Days	Times	DP/LEN	Call	Program Title	Rate/Total	Oct 25	Spots
							28	

Month	Spots	Gross	Net
Oct-2016	28	\$15,920.00	\$13,532.00
<b>Totals</b>	<b>28</b>	<b>\$15,920.00</b>	<b>\$13,532.00</b>

Comments:
This order is in addition to what was previously placed. Thank you!

Traffic:

Signed:

Date:

**Arsement Media Group**  
 104 Live Oak Drive  
 Lafayette, LA 70503  
 (337) 501-9900

**Buyer**  
 Kalyn Simon  
 kalyn@arsementmedia.com  
 (337) 849-3251



## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ **FEDERAL CANDIDATE**

☒ **STATE/LOCAL CANDIDATE**

**To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3**

<b>Station and Location:</b> KPLC - Lake Charles, LA	<b>Date:</b> October 23, 2016
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I, Arsement Media Group,  
Jimmy Genovese,  
 being/on behalf of: \_\_\_\_\_,  
 a legally qualified candidate of the Republican  
 political party for the office of: Supreme Court, 3rd District  
 in the Primary  
 election to be held on: November 8, 2016

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
Please see schedule.					

**Attach proposed schedule with charges (if available):**

I represent that the payment for the above described broadcast time has been furnished by:

Committee to Elect Judge Jimmy Genovese to the Supreme Court

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Charles Going

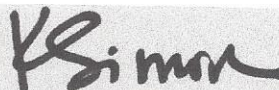
This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

***To Be Signed By Candidate or Authorized Committee***

October 23, 2016

**Date**



**Signature**

***To Be Signed By Station Representative***

☐ **Accepted**

☐ **Accepted in Part**

☐ **Rejected**

\_\_\_\_\_  
**Signature**

\_\_\_\_\_  
**Printed Name**

\_\_\_\_\_  
**Title**



**CONTRACT**

**KPLC-TV Lake Charles**  
**Send all correspondence to:**  
**320 Division Street**  
**Lake Charles, LA 70601**  
**(337) 439-9071**

www.kplctv.com

And:

**Arsement Media Group**  
**Attention: Jared Arsement**  
**104 Live Oak Drive**  
**Lafayette, LA 70503**

<b>Contract / Revision</b> POLJGen02 /		<b>Alt Order #</b>
<b>Product</b> Supreme Court Judge		
<b>Contract Dates</b> 10/25/16 - 10/30/16		<b>Estimate #</b>
<b>Advertiser</b> POL/Genovese, Jimmy/Supreme Court Judge		<b>Original Date / Revision</b> 10/24/16 / 10/24/16
<b>Billing Cycle</b> EOM/EOC	<b>Billing Calendar</b> Broadcast	<b>Cash/Trade</b> Cash
<b>Property</b> KPLC	<b>Account Executive</b> Political/Local Political	<b>Sales Office</b> KPLC
<b>Special Handling</b>		
<b>Demographic</b> Households		
<b>Agy Code</b> 9916653	<b>Advertiser Code</b>	<b>Product 1/2</b>
<b>Agency Ref</b>		<b>Advertiser Ref</b>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	KPLC	10/25/16	10/30/16	7News at Noon	12-1230p		:30				NM	4	\$1,320.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	-TWTF--				4	\$330.00				
N 2	KPLC	10/25/16	10/30/16	7News Nightcast	10-1035pm		:30				NM	4	\$4,040.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	-TWTF--				4	\$1,010.00				
N 3	KPLC	10/25/16	10/30/16	7News Sunrise	530-7am		:30				NM	4	\$1,720.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	-TWTF--				4	\$430.00				
N 4	KPLC	10/25/16	10/30/16	7News Early Sunrise	5-530am		:30				NM	4	\$880.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	-TWTF--				4	\$220.00				
N 5	KPLC	10/25/16	10/30/16	Live at Five	5-530pm		:30				NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	-TWTF--				4	\$600.00				
N 6	KPLC	10/25/16	10/30/16	7News at Six	559-630pm		:30				NM	4	\$4,040.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	-TWTF--				4	\$1,010.00				
N 7	KPLC	10/25/16	10/30/16	NBC Today Show	7-9am		:30				NM	4	\$1,520.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	-TWTF--				4	\$380.00				
<b>Totals</b>								<b>0.00</b>				<b>28</b>	<b>\$15,920.00</b>

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/26/16 - 10/28/16	28	\$15,920.00	(\$2,388.00)	\$13,532.00
<b>Totals</b>	<b>28</b>	<b>\$15,920.00</b>	<b>(\$2,388.00)</b>	<b>\$13,532.00</b>

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

The station may utilize various mediums to deliver advertisements to its viewers, including but not limited to, simulcast and/or delayed airings through mobile and internet applications and services. You must notify the station immediately if you do not have rights to your advertisements or any of its components beyond a television broadcast. Without such notice, the station may utilize various mediums beyond the television broadcast to reach its viewers.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.



**KPLC-TV Lake Charles**  
**Send all correspondence to:**  
**320 Division Street**  
**Lake Charles, LA 70601**  
**(337) 439-9071**

[www.kplctv.com](http://www.kplctv.com)

<u>Contract / Revision</u> POLJGen02 /		<u>Alt Order #</u>
<u>Contract Dates</u> 10/25/16 - 10/30/16	<u>Product</u> Supreme Court Judge	<u>Estimate #</u>
<u>Advertiser</u> POL/Genovese, Jimmy/Si		<u>Original Date / Revision</u> 10/24/16 / 10/24/16

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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